Yes, Infographics Still Work!

Getting the most out of
infographics

Duy Vu - @duyvuduyvu

Assurant

- Global company with a presence in NA, SA, Europe, and Asia
- Insurance, warranties, and service contracts
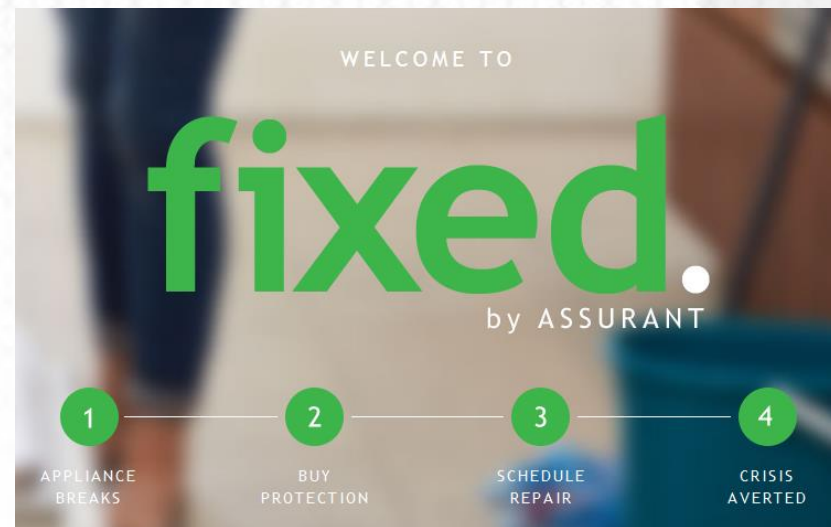- Focused on consumer lifestyle and housing segments
- 50+ digital properties

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Fixed By Assurant

- B2C Appliance Repair Service + Warranty Provider

- Launched in January 2015

- Small Content/SEO budget

WELCOME TO
fixed.
by ASSURANT

| 1 | 2 | 3 | 4 |
| APPLIANCE BREAKS | BUY PROTECTION | SCHEDULE REPAIR | CRISIS AVERTED |

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Problem

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Link Building on a Small Budget

Infographics

- Google emphasizes content.

- Potential for high user engagement & backlink generation

- Most bang for the buck

Campaign

- 6 infographics over 6 month period

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Development

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What Makes a Good Infographic?

Data
- Is the information useful or interesting to the target audience?

Visual
- Is it visually appealing? Is it easy to look at? Does it flow well?

Narrative
- Does it tell a compelling story? Does it evoke a response?

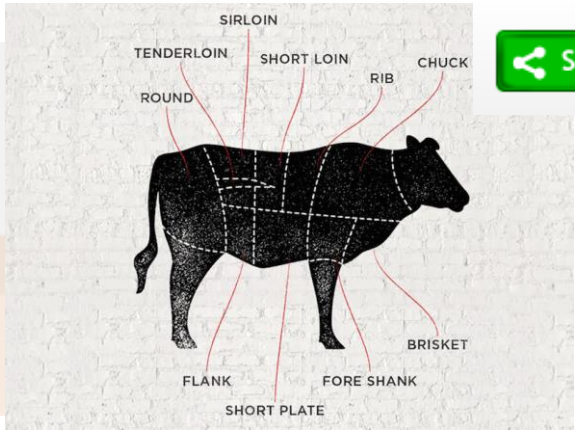Insert
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Outreach

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Earned Media

Find communities where users will find your content useful & informative
- Create content for specific communities that is related to your product.
- /r/steak – 16K subscribers
- /r/cookingforbeginners – 22K subscribers

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Co-Branding
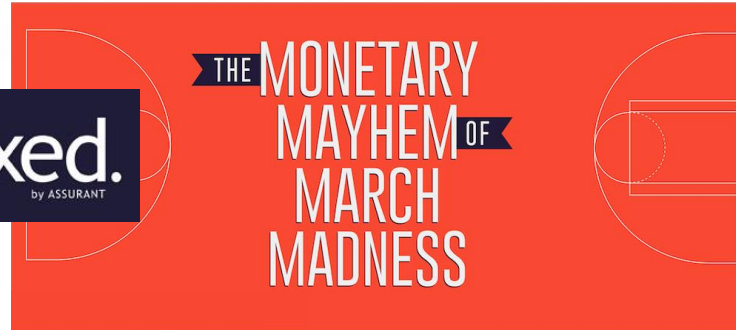
Leverage the userbase and network of another brand

- Offer to do the heavy lifting in order to get more exposure
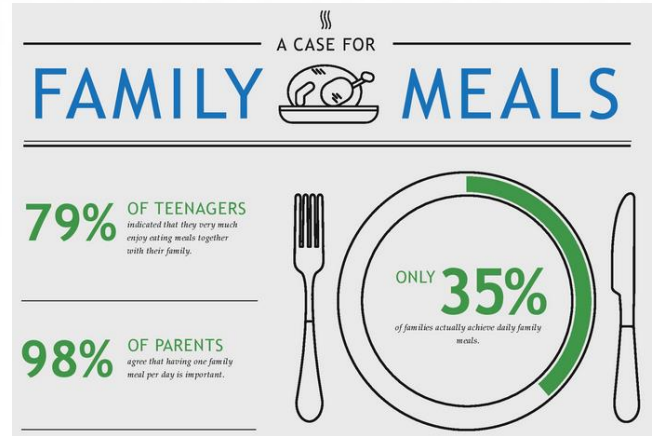
PR: Public Relations

Utilize a PR agency or internal PR team

- They often have great relationships & can get your content published, especially if it's a great infographic.
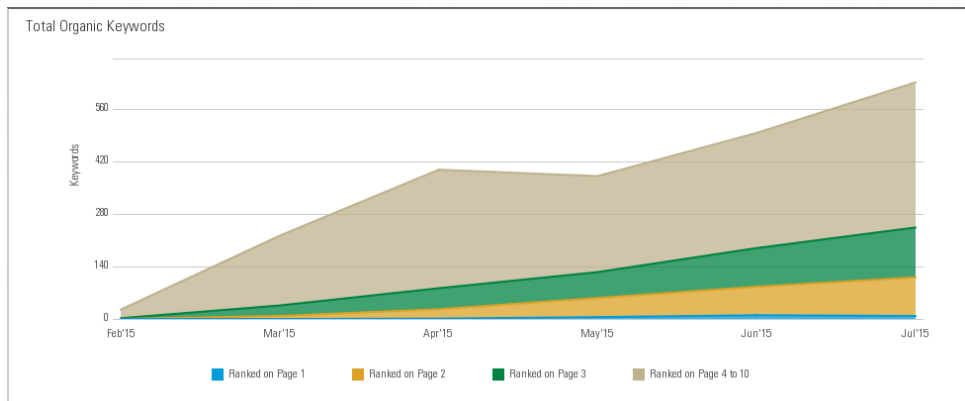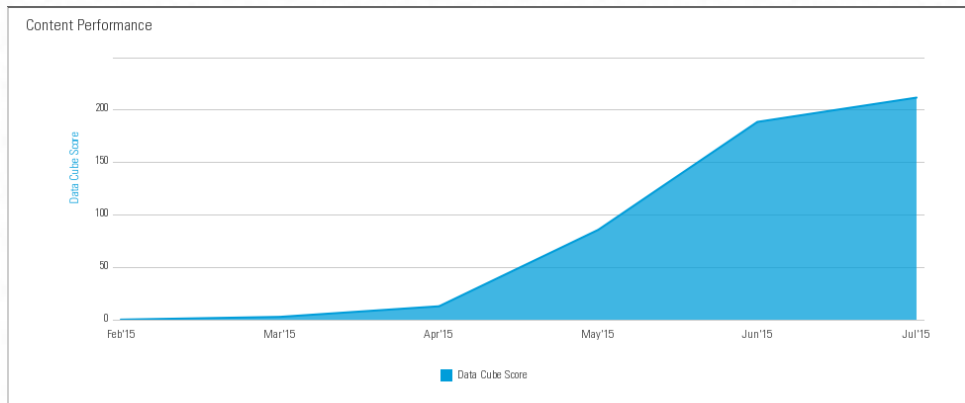
Results

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Results

- Content Performance – Data Cube Score grew from 5 to 210 in same time span

- Total keyword rankings rose from 30 to 620 (240 in top 3 pages) in six months

Content Performance

Data Cube Score

Total Organic Keywords

Keywords

Ranked on Page 1   Ranked on Page 2   Ranked on Page 3   Ranked on Page 4 to 10

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Practical Takeaways

Make sure your infographic game is on fleek

- Relevant, informative data
- Great visualization
- Compelling narrative

Outreach

- Earned Media
- Co-branding
- PR

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